

RURAL DIRECTORY
OF
Who's Who
IN THE
BUSINESS AND PROFESSIONAL WORLD
OF
CALGARY



1938-39

LET THIS BE YOUR GUIDE

NOT: Incl 3

PLEASE MENTION

Who's Who

WHEN DEALING WITH
THESE ADVERTISERS

PHONE TO

CALL AT

OR WRITE

Important

THE Business and Professional men, whose names appear herein, have gone to considerable expense in publishing this booklet, so that they can place before you a convenient and reliable Directory for your requirements and professional appointments.

WE would suggest that you keep this Booklet in a convenient place, as we know you will have occasion to refer to it many times each day during the year.

YOU will find it will save considerable time and inconvenience, everything you are liable to need being alphabetically arranged. Any business extended by telephone or through the mail will be greatly appreciated and will receive prompt and personal attention.

THE PUBLISHERS.

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CALGARY

"The City Of The Foothills"

SUBWAY AUTO EXCHANGE

"Calgary's Oldest Used Car Dealer"

(Bonded)

**AUTOMOBILES BOUGHT, SOLD or
EXCHANGED**

G. O. MURRAY - Manager



When in Calgary looking
for a Good Reconditioned
Used Automobile or Truck

— See Us First —

We will save you time and
Money

Let Our Bargains Solve
Your
Transportation Problems

1006 First Street West

OFFICE—M7282

Calgary

RES.—W1927

DID YOU KNOW—

CALGARY was so named in 1876 by Col. Macleod, then commanding the Royal North West Mounted Police detachment at this point. He named it after his old home, Calgary, a small estate on the Isle of Mull in Scotland, the Gaelic interpretation of which is "Clear Running Water."

ROY O. CONRAD

**ROY'S
AMBULANCE
AND FIRST AID SERVICE**

PHONE M2636

Independent of Any Funeral
Home

Nurse in Attendance if
Required

236 - 17th Avenue West

CALGARY

ALBERTA

DID YOU KNOW—

THE business section and part of the residential district has spread over the valley which was the original townsite and has expanded over the surrounding heights until the city has covered an area of 26,368 acres. Calgary is situated in the centre of a rich agricultural, mineral and livestock area and is the headquarters of one of the largest irrigation projects in the world.

THE MARVEL HAIRDRESSING SCHOOLS



OFFER YOU

The most scientific instructions and most detailed theory and strict business training, in bright, spacious, modernly equipped class rooms, supervised by licensed instructors, teaching the latest modern styles direct from the style centers of the East.

MARVEL SCHOOLS offer you the very latest methods of permanent waving, finger-waving, facials, dyeing, bleaching, moulding, manicuring, massaging, sanitation, shop management and business. **MARVEL** Graduates are successfully operating shops in all parts of Canada, and

MARVEL SCHOOLS are constantly in touch with the leading style centers. **MARVEL GRADUATES** receive a life scholarship, which permits them to return for further training in the latest modern methods.



PHONE, WRITE OR CALL MANAGER'S OFFICE

224 Eighth Avenue West

M 9840

Calgary, Alberta



BEAUTY CULTURE is one business that is open to girls and young women. It is a modern business that has grown to astounding size within the last 15 years. A few years ago figures were given by Paul White, business analyst and statistician in the United States, showing that over two billion dollars were spent in the beauty culture and cosmetic business. In one province alone last year two million dollars—or to be exact \$1,959,000.00—were spent in beauty parlors and barber shops. Women and girls everywhere realize the vital importance of their daily personal appearance and the beautician's art is no longer regarded as a luxury, but one of the necessities of modern life. The Beauty Culture business does not stagnate, and in the last ten years has grown in a sensational way, and constantly demands new Ideas, New Styles, New Skill. It is now being recognized by Chemists, Scientists and Artists, and the manufacturing of Cosmetics and Beauty Culture supplies are employing thousands of skilled laborers in all parts of the civilized world.

PHONE M4143

420 - 4th Avenue W.

"The House of Service and Quality"

CITY AUTO WRECKERS LTD.

W. J. BUXTON, Manager

**If it is for a car or truck we have it. See us first—
we will treat you right.**

We Can Supply

**Engines
Cylinder Heads
Carburetors
Radiators
Fenders
Headlights
Auto and Truck Bodies
Spring Wheels
Housings, Windshields
Crankshafts, Axles**



**We have your every need for every make
of automobile or truck**

See US and be convinced before buying elsewhere.

**HIGHEST PRICES PAID FOR
USED CARS OR WRECKED
CARS OR TRUCKS**

WE GIVE PROMPT ATTENTION TO ALL MAIL ORDERS

CITY AUTO WRECKERS LTD.

420 Fourth Avenue West

(Three blocks North of T. Eaton's Store)

DID YOU KNOW—

CALGARY offers much of interest to visitors. Perhaps no city of its size on this continent possess such fine stores and business buildings or a larger number of comfortable and beautiful homes. It offers every facility for business or amusement that can be found in much larger cities wherever they may be.

BIG CHIEF

BODY AND PAINT SHOP

FRANK B. WYNNE, Prop.

Cor. 17th Ave. & 1st St. West

PHONE M4214

Our shop is Equipped with the New Porto Power 10-ton capacity, which is the latest Hydraulic Body Jack — it straightens bodies and frames with ease.

WE ALSO HAVE THE LATEST PAINT SPRAY GUNS
NO WRECK OR PAINT JOB TOO LARGE OR
TOO SMALL

The Best of Materials Are Used

Get Our Prices First

DID YOU KNOW—

CANADA was the leading exporter of honey to the British Isles in 1936. Shipments of the Canadian product amounted to 2,295,328 pounds, an increase of 560,000 pounds compared with 1935.

Stocks and Bonds in 1938

The famous depression of 1930-1935 disappeared in 1936 and by 1937 investors, administrators and industrialists were full of hope. In 1937 the recession took place and carried on until 1938, until people have begun to wonder whether the original depression is still here. Stock prices went down through the latter half of 1937 and in 1938 continued downwards until July, when hope returned and prices rose once more. People wonder whether there is any justification for the recent rise. It is my opinion that the currency of the U.S. and Canada, as well as of many other countries, is much too high in relation to basic products, especially from the farms. Therefore the currency must decline. When currencies decline it means that the price of gold goes up. Therefore the best gold stocks are the soundest investments. When the next devaluation takes place stocks of companies producing base metals will rise rapidly; the best bonds to meet this situation are those selling considerable below par, e.g., prices August 12th—

Calgary $4\frac{1}{2}\%$ — 76

Edmonton $4\frac{1}{2}\%$ — 75

Alberta $4\frac{1}{2}\%$ — 63 (only paying half interest)

A. G. W. 5% — 80 - - - etc.

Investors have wondered if Alberta bonds are worth while. Of course they are worth while. In spite of the waste of money and time by the Alberta Government in the past, the province is intrinsically sound, and the people (that's you and me) are industrious and in the long run fair.

Early in 1938 Alberta bonds went down to around 50c on the dollar, but with better crops, the bonds came back. There is everything to be gained speculatively by buying Alberta Government Municipal Bonds at big discounts, and little to be lost. For sound long term safety, buy the best gold stocks.—R. C. CARLILE.

M9428

R1871

Stocks and Bonds

CARLILE & McCARTHY LTD.

Toronto General Trusts Building

CALGARY

Direct Wires to Montreal, Vancouver, Toronto and New York
Oil Stocks on Calgary Stock Exchange



We Invite You to Visit Our School

Our Principal, Mr. C. J. Henderson, or any of our courteous office assistants, or instructors will be glad to show you through this new modern and different business training school.

A SCHOOL WHERE ACCURACY IS
PARAMOUNT.



HENDERSON SECRETARIAL SCHOOL LIMITED

CALGARY

509 - 8th Avenue West

Information M3692

— Reverse the charges for your phone call —

DID YOU KNOW—

THE OPERATOR of a vehicle emerging from an alley, driveway or building shall stop such vehicle immediately prior to driving on to a sidewalk or on to the sidewalk area extending across any alley-way.

DYSON'S . . .

For

Good Brakes Steering and Tune-Up

Make the most of the car you have!

We guarantee our work!

DYSON'S SERVICE LTD.

FIRST STREET WEST and SIXTH AVENUE

Phone M5449

Phone M1626

DID YOU KNOW—

A VEHICLE overtaking and intending to pass another vehicle shall turn out to the left so far as may be necessary to avoid collision and shall not turn in to the right again until entirely clear of said vehicle.

Smartly Styled SHOES

In all the season's newest materials and colors
AT PRICES YOU CAN AFFORD TO PAY

Women's low and medium heel calf, elk or suede
oxfords **\$2.98 to \$4.95**

Women's arch-support oxfords and ties, black or
brown **\$2.98 to \$8.50**

Women's smartly styled dress shoes, pumps, straps,
ties and sandals, with high, medium or low
heels **\$2.98 to \$5.95**

Men's oxfords and high shoes in all the best fitting
lasts and patterns. Calf or kid leathers. All sizes
and widths **\$3.98 to \$8.50**

Men's work boots in solid leather, comfortable fitting
lasts, plain or toe caped **\$2.98 to \$5.95**

We carry a complete range of Boys', Girls' and Small Children's
Shoes at reasonable prices. Also a complete stock of Overshoes, Rub-
bers and Tennis or Sport Shoes at lowest prices.

We pay postage on all merchandise sold through the mail, to
any point in Canada.

HOOD & IRVINE Ltd.

322 Eighth Avenue West

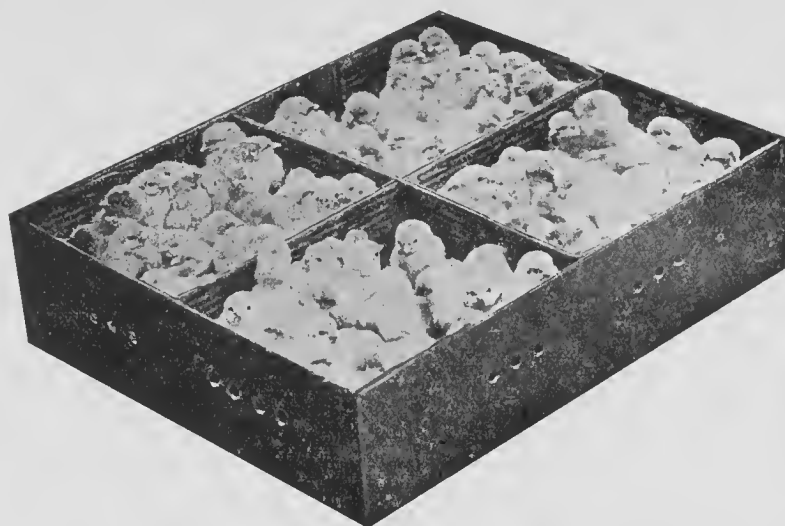
Calgary, Alta.

Where they Sell Better Shoes for Less and Fit Your Feet Correctly

DID YOU KNOW—

NO VEHICLE shall be allowed to stand in front of any
theatre or public building used for the purposes of public
entertainment so as to obstruct or impede the free or un-
interrupted access to and from the said theatre or public
building.

BABY CHICKS



When in Calgary why not visit **The Fox Hatchery** and see these big, strong Fox Quality Chicks?

Available any time between March 20th and June 20th. Hundreds of Satisfied customers come back every year for more.

White Leghorns - Barred Rocks
Reds - Buffs - Black Minorcas

(All chicks hatched from Govrenment Inspected
blood-tested flocks)

THE FOX QUALITY HATCHERY

1334 - 9th Avenue East

Calgary

PHONE E5335

DID YOU KNOW—

NO VEHICLE shall be allowed to stand on any street so as to obstruct the entrance to any private residence or business premises or building, or interfere with other vehicles in loading or unloading goods or passengers to or from any such residence or building.



GUY LOCKE

and his Staff of Ten Operators

(Five in each Salon)

are here to serve you while in Calgary.



Without a doubt

WE HAVE THE BEST

Locke's \$7.50 Permanent at \$5.50

CROK
PERMANENT
\$3.50

The one and only "AEROGENE" by
Eugene in use in Calgary.

A Real \$10.00 Permanent at \$7.50

FINGERWAVE
or
MARCEL
50c

FRANCOIS VERNE the only Perfect
ALL OIL PERMANENT

For this week only, \$10.00. Reg. \$15.00

HAIRCUTTING
35c



FACIAL
MANICURING
SHAMPOOING
HAIR DYEING

Many a Permanent is ruined by a poor operator, even though the best of supplies are used. Blocking and washing the hair is very important, and it is quite possible to weaken and actually break down the cell structures of the hair shaft should the hair be wound unevenly or twisted. The proper application of solutions also has a great bearing, not to mention the correct steaming.

Locke's

BEAUTY SALON

236 - 8th AVENUE WEST
M 2383

Lady Ann

SALON

818 - 1st STREET WEST
M 5414

DID YOU KNOW—

THAT Canada is the senior Dominion of the Empire, her first minister sitting at the Imperial Conference directly opposite the first minister of the United Kingdom.

Jackson Bros.

GRAIN CO. LTD.

Brokers

Grain

Stocks

Bonds

Oil Stocks

Commodities

Private Wire Service

Information on any securities furnished
on request

Board Room Facilities

Radio Broadcast over CFCN (1030 Kilocycles)

at

7.45

9.30

11.45

Calgary

Edmonton

Toronto Gen. Trusts
Building
Phone R1021

Agency Building
Jasper Avenue

DID YOU KNOW—

THAT Canada is second to Great Britain in international trade.

Canada is the second manufacturing country of the Empire, ranking next to Great Britain.

PROCTOR BATTERIES

CALGARY

615 - 8th Avenue West

Phone M1685

Your Guide to Battery Satisfaction

in

Auto - Radio and Farm Lighting
Auto Batteries - Rebuilt and New

•
Farm Lighting Our Specialty
•

RECONDITIONED and NEW PLANTS

32-Volt Batteries - **\$32.50** up

D. W. Onan & Sons Gas Electric Plants

500 to 10,000 Watts A.C. or D.C.

An air-cooled direct connected plant with advantages and engineering equal to any similar plant, but priced to make it available to the average farm.

Also WIND ELECTRIC PLANTS in popular sizes and prices.

—Write us about your lighting needs —

Estimates cheerfully given and satisfaction guaranteed.

DID YOU KNOW—

NO person shall drive or move or cause to be driven or moved, any tractor, roller, agricultural machinery, stoneboat or similar vehicle likely to injure the paved surface of city streets, except upon permit in writing signed by the City Engineer.

SUPERIOR



SHOE CLINIC

SHOE REPAIRS — DYEING
SHOES BUILT TO ORDER

— All the Latest Factory Equipment —

We Use
HYMAN LEATHER

Men's Half Soles	-	-	-	-	\$1.50
Men's Soles and Rubber Heels	-	-	-	-	\$1.85
Women's Half Soles	-	-	-	-	\$1.00

DID YOU KNOW—

MUNICIPAL Golf Links are open to visitors—fees 35c per game. Situated about 4 miles west of the centre of the city. Take 12 Avenue West or 17th Avenue West and turn north at 26th Street West. A fine view of the city and also of the mountains is obtained from the Golf Club House.



CALGARY'S ONLY EXCLUSIVE CHINA STORE

is a suitable Shopping Centre for

Dinnerware - Fancy China

Pottery - Crystal

Cut Glass - Novelty Goods

A convenient display of these in our central location on the ground floor adds pleasure to the shopping trip.

We feature the largest showing of Open Stock English Dinnerware in the city, the latest in designs and decorations; also gift items of every description.

We invite you to visit us and assure satisfaction with any purchase made.

Crystal
China
and
Glass

Prudden's
LIMITED

Dinnerware
Pottery
Novelty
Goods

117 Eighth Avenue West

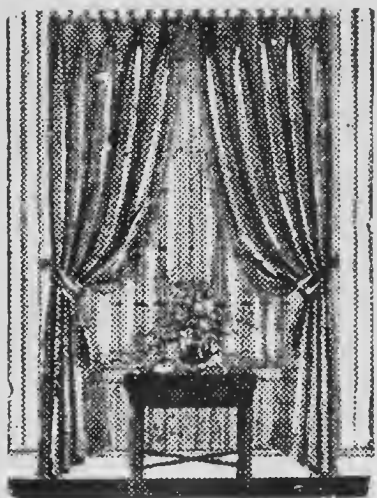
Phone M7773

Calgary

DID YOU KNOW—

NEURALGIA of the feet and limbs can be cured by bathing night and morning with salt and water as hot as can be borne. When taken out, rub feet briskly with a coarse towel.

Salt and water is one of the best remedies for sore eyes, and if applied in time will scatter the inflammation.



HUGHES

Home Furnishings

J. HUGHES



WHEN IN CALGARY we extend to you a cordial invitation to visit our store and inspect our new and up-to-date materials. Our experience, gathered after many years in this business, and the expression of satisfaction received from our many patrons in town and country, warrant us in extending this invitation to you.

We are showing the newest designs and coloring in BROCADE DAMASK, HOMESPUN, SHADOW CLOTHS, PRINTED LINENS AND MONKS CLOTHS, RAYON NETS, PANEL and COTTON NETS, PLAIN and FANCY MAR-QUISETTES, in new designs and coloring. We are also carrying a large stock of PLAIN and FANCY CURTAINS, RODS and CRANES.

Our expert advice is at your service in the selection of your WINDOW FURNISHINGS

— CALL AND SEE US —

117a - 8th Avenue West

Phone **R1211**

DID YOU KNOW—

BOWNESS PARK and Recreation Grounds are eight miles west of the city. Most of the highway is located close to the Bow River and makes a delightful motor drive. Swimming, boating, dancing and other recreations are provided at the park; also picnic grounds and refreshment booths.

Phone

E 5 8 4 4

"Once a User
Always a Booster"

**5
8
4
4**

EAST END



YARD

1107 - 10th Ave. East, Calgary

"Black

Business Handled

White"

◇ ◇ ◇

Drumheller's BEST Only

*THAT "CAN'T be BEAT
FOR lasting HEAT"*

◇ ◇ ◇

Our Motto:

"Satisfied Customers"

"OUR COAL MAKES WARM FRIENDS"

Make your fuel DOLLARS go farther by ordering your coal
from us.

- Also Wood Block and Briquettes -

Free information gladly
given on your coal prob-
lems and requirements;
also Special Prices for
your Winter's Supply.

Write or phone us, or bet-
ter still, call and let us get
acquainted

**Cor: 10th Avenue and
10th Street East**

**(Opp. Maclean's Auction
Mart)**

**See Us for PRICES and
compare our COAL
before buying elsewhere**

**We Challenge Competition
on Quality, Prices and
Service**



A PHOTOGRAPH OF A "DARKIE"
SHOVELLING COAL AT MIDNIGHT

Reliable Clothing Co.

On Centre Street

Phone M3150

MEN and BOYS' CLOTHING and FURNISHINGS

— Also —

SHOES FOR DRESS OR WORK

MAKE YOUR HEADQUARTERS HERE WHEN IN CALGARY



We carry a most complete stock of Men's and Boys' Wearing Apparel for Work or Dress, at Most Reasonable Prices, at All Times.



Mail Orders Attended to Same Day Received.



We specialize in Working Men's needs such as—

Work Pants, Breeches, Wind-breakers, Jumpers, Leather Coats, Sheep-lined Coats, Long or Short High Boots and Rubber Footwear, Overshoes, etc.

You Can Benefit by Our Every-Day Low Prices

And Get What You Want When You Want It.

RELIABLE CLOTHING

806 CENTRE STREET

(Opp. the Bank of Commerce)

DID YOU KNOW—

THAT 1867 marked the Confederation of Canada as a Dominion.

In 1867 Lord Monck was appointed first Governor-General under Confederation.

The first Riel rebellion took place in 1869.

CAUSTON BROS.

320 - 16th Avenue N.W.

Phone H2688

E. CAUSTON

Painter and Decorator

For your next job be sure to get our prices. You will be surprised how reasonable we can change your house into a home. We can supply you with the latest Wallpapers and Sanitile Wall Coverings. For your painted rooms see our samples of Tiffany and two-tone effects.

— Our Work Is Our Success —



Where Quality is Demanded

Tinsmithing

INSTALL A FURNACE FOR WARMTH AND COMFORT

We specialize in:

HOT AIR FURNACE INSTALLATIONS

EAVESTROUGHING

GENERAL REPAIR WORK

Agents for:

Good Cheer, Beach, Supreme and McClary Furnaces
at reasonable prices

W. CAUSTON

TINSMITH

DID YOU KNOW—

IT has been estimated that there are, in the Province of Alberta, 1,035,629,000.000 tons of coal available, or approximately 14½ per cent. of the world's supply.

Chiropractic Adjustments

Restore Health

Every mortal is in pursuit of health and happiness. Have you investigated the Health Science of Chiropractic?

It is a sane and sensible system of removing the cause of disease and restoring health.

Clinical records show that there is hardly a recognized form of disease that has not been successfully removed by this method—not excepting the dreaded infantile paralysis.

Chiropractic seldom fails, never harms, is logical and will bear investigation. It is new to many, but has among its warm supporters thousands who have found relief.

No matter what your ailment may be, don't become discouraged. If you will call at my office, I will cheerfully tell you if Chiropractic is applicable to your case.

Drs. W. M. & Edith M. Cassady

105 Bank of Commerce Bldg.

Phone M4919

CALGARY

DID YOU KNOW—

A BEAUTIFUL drive is along the North Hill Boulevard from which a splendid view of the Canadian Rockies is obtained, taking in at the same the North Hill residential district. This can be reached by travelling north on Centre Street and turning west at 7th Avenue.

Tiny Tots' Toggery

(Opposite Eaton's)

Calgary's Only Children's Store

MRS. MAE WYNNE

723 Fourth Street West

Calgary, Alberta

When in Calgary do not fail to call at this little shop, where a "Mother" with many years' experience in the selection of Children's Garments will be delighted to show you merchandise which will give you the utmost satisfaction at a cost to suit your individual requirements.

**"High Quality Merchandise at Very Reasonable
Prices"**

DID YOU KNOW—

GHOST RIVER DAM is located 32 miles west of Calgary. The gravity concrete dam in the river section is 928 feet in length and is flanked by a hydraulic earth-fill dam to the south and a semi-hydraulic earth-fill to the north. The flooded area above the structure is 2,866 acres and the net storage is equivalent to 6,170,000 kilowatt hours.

GOING PLACES?



Drive Your Self Cars for Hire

LATEST 1938 MODELS

Drivers Supplied at Slight Extra Charge

CENTRAL DOWNTOWN PARKING
FOR SHOPPERS

MOTORPORT

114 - 9th Ave. West

Opposite C.P.R. Station

Phone M7459

DID YOU KNOW—

THAT in the year 1873 the first mounted police was sworn in, at Winnipeg.

The telephone was invented in Brantford in 1874.

In 1884 Ottawa was the first city to instal electric lighting.

Phone M 3336

Dr. M. H. Kennedy

Dental Surgeon

While in Calgary make our
office your meeting place.

Suite 10, Douglas Block. (Cor. 8th Ave. & 3rd St. W.)

CALGARY - ALBERTA

DID YOU KNOW—

THAT Canada discovered insulin through Drs. Banting and Best; has become a leading gold, nickel and silver country; has accumulated over 30 billions of national wealth; has crossed the continent with two railway systems.

MACLEAN'S FAMILY DRUG STORE

We Can Supply All Your Drug Wants

— PHONE OR WRITE US —

We specialize in mail orders.
And your orders are mailed
promptly.

Phone M2116

109 - 8th Avenue East

CALGARY - ALBERTA

DID YOU KNOW—

ANOTHER interesting drive is through the Mount Royal residential district, which is located to the south of 17th Avenue from 6th Street West to 14th Street West.

In going to the Municipal Golf Links one can drive through the Royal Sunalta residential district by turning north off 17th Avenue at Scarboro Avenue.

Webb's Specialty Shop

214a Eighth Avenue West

Phone M2792

(JUST WEST OF "THE BAY")



The increasingly popular store offers you the Finest
Quality First Grade Merchandise at
Saving Prices.

Famous Wabasso Products For Household Use.

Sheets, Sheeting, Pillow Cases and Pillow
Tubing, etc., all snowy white and good as gold.

Household Linens of every description.

Curtains, Curtain Nets and Draperies.

Prints, Broadcloths and Cotton Dress Goods.

Mail Orders Receive Personal Attention, and WEBB'S PAY
POSTAGE anywhere in Alberta.

**Remember: Webb's Save You Money on Quality
Merchandise!**

Penley's

School of Dancing

620 - 8th Avenue West

Phone **M3814**

Calgary, Alta.

Penley's are well equipped in material and knowledge to look after all your DANCE NEEDS. You will save yourself time and money by selecting Penley's.

IF YOU CAN WALK - PENLEY'S CAN TEACH YOU



BALLROOM DANCING

Private and in class.
Right up to this minute in
what's new and desirable.



TAP DANCING

Charlie Martin
New, Up-to-Date
Routine

BALLET - INTERPRETATIVE - NATIONAL DANCING

Includes the finest training in the finest art, under the
personal instruction of MRS. J. K. PENLEY.

— BALLROOM INSTRUCTION BY MAIL —

OUR SOCIAL DANCES

Every Wednesday and Saturday Night

— SONNY FRY AND HIS MUSIC —

The best dance orchestra we have had in years—and we only use
the best.

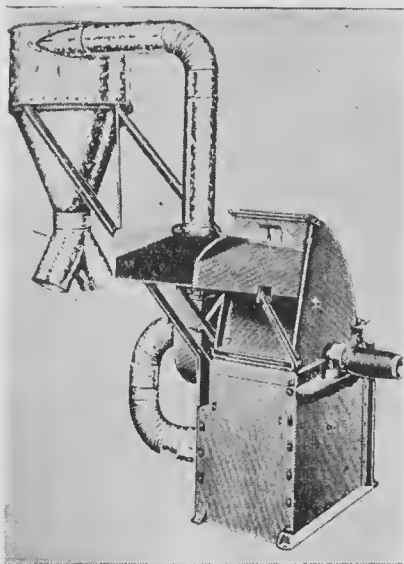
The Orchestra will accept sponsored dance engagements.

FARM MACHINERY and SUPPLIES

— A COMPLETE STOCK OF —

REBUILT FARM MACHINERY OF ALL KINDS
REPAIRS FOR ALL KINDS OF FARM MACHINERY
ENTERPRISE STOVES STEWART-WARNER RADIOS
PIPE, CASING, PUMPS and CYLINDERS
GALVANIZED ROOFING BELTING

Calgary Distributors for
Martin-Senour Quality Paint



Alberta Distributors for:

JUMBO HAMMER MILLS

Largest Capacity - Easiest
Running

Guaranteed to operate with one-
third less power than any other
mill made.

ASK THE FARMER WHO
OWNS ONE.

— Free Demonstration —

Your Old Grinder Taken in
Trade

— Complete Line of Farming Supplies —

◇ ◇ ◇

Write For Our Detailed Price List

◇ ◇ ◇

CALGARY FARM MACHINERY and SUPPLY CO.

Owned and Operated by

CALGARY SCRAP IRON & METAL CO.

507-517 SECOND STREET EAST

CALGARY, ALTA.

ANDERSON GRAIN & FEED CO. Ltd.

Near City Hall

CALGARY - ALBERTA



Manufacturers of

Gold Medal Mink Meal

Gold Medal Fox Cubes and Meal

All rations and cubes formulated to supply the various seasonal requirements.



Prices	Cubes	Meal
Gold Medal Fox Cubes No. 2 . (Pelters)	\$4.60	\$3.95
Gold Medal Fox Ration No. 1 . (Early Fall Breeders)	\$4.35	\$3.70
Gold Medal Mink Meal No. 2 . (Fall Pelters)		\$3.95
Gold Medal Mink Meal No. 1 . (Fall Standard)		\$3.95

Above prices for 500-lb. lots. Single sacks slightly higher.



Write for catalogue entitled:

"Scientific Feeding of Fur-Bearing Animals"

FULL STOCK OF SUNDRY FEED SUPPLIES IN STOCK

DID YOU KNOW—

A PLEASANT drive is through the Elbow Park, Rideau and Roxboro residential districts located in the south-west part of the city. By going south on 4th Street West and crossing the bridge over the Elbow River, Roxboro and Rideau are reached. To reach Elbow Park turn west at 4th Street West and Mission Bridge and the highway parallels the Elbow River.



WM. WEBB FURNITURE STORE

Offer to you, on account of their
low rent — Chesterfield Suites,
Studio Lounges, Dining Room
& Bedroom Suites, Beds, Springs,
Mattresses, Cedar Chests, Floor
Coverings, etc., at the lowest
prices.



WM. WEBB FURNITURE STORE

521 Centre Street (Oddfellows Building)

CALGARY

PHONE M4488

DID YOU KNOW—

EGG shells burned in the oven and placed upon the pantry shelves will keep bugs away.

To take out iron rust from white goods, wet the spots with lemon juice and rub on salt and put in the sun to bleach for a few hours.

FLOWERS

The Ideal Gift For:

BIRTHDAYS

ANNIVERSARIES

CHRISTMAS

MOTHERS' DAY

EASTER

ST. VALENTINE'S DAY

We make a specialty of Wedding Flowers,
Funeral Sprays, and can fill your order on the
shortest notice

* * *

WHEN YOU THINK OF
FLOWERS THINK OF US

* * *

— Phone Your Orders Day and Night —

to

TED BROOKES
FLOWER SHOP

Day: R2468
8 a.m. to 7 p.m.

311 - 8th Avenue West
(opp. Birks)

Night: M5154
7 p.m. to 8 a.m.

DID YOU KNOW—

INGLEWOOD Bird Sanctuary, located at the east end of Ninth Avenue, or just three miles east from the centre of the city. The Trans-Canada Highway passes along the north end of the Sanctuary, and the fifteen acre feeding area, where most of the birds can readily be seen, is but a short distance from this highway on the west side of the Bow River.

Our Message To Rural Residents :-



CITY PRICES
for
RURAL FUNERALS

WITHIN A 60 MILE RADIUS



A Complete Service

Embalming by our Expert
Mortician

Casket
Outside Case
Press Notices
Acknowledgement Cards
Cemetery Equipment
Modern Motor Equipment
Etc.

A "Temple of Service"

In Every Case

FUNERAL COSTS

are determined by the
PURCHASER

Our prices are most moderate
and plainly marked which
require no salesmanship.

Our Well Known Quality
Service Costs Less

AN ALL PERSONAL SERVICE
(Day or Night)

Foster and Foster

Owned and Operated by

GOODER BROS.

Phone M1230

320 - 12th Ave. W.

"Public Confidence is not a Slogan, but an Ideal"

DID YOU KNOW—

CALGARY is noted for its fine up-to-date retail stores where the best class of merchandise is carried. Tourists are invited to pay a visit to these stores and to see the fine displays of goods in all lines. They are assured of a cordial welcome.

AMERICAN HIDE & FUR COMPANY

— Dealers in —

FURS, HIDES, HORSEHAIR,
PELTS, and WOOL, ETC.

— Dealers in —

ALUMINUM, BRASS, COPPER,
LEAD and RAGS, ETC.

Send Your Furs
or
Hides and Horsehair
to us

and be assured of a
square deal. Highest
Market Prices always
Paid.

"WHEN YOU SEND YOUR FURS
TO OUR DOOR,
YOU ARE SURE OF GETTING MORE."

Office Phone M 3749.

Residence Phone M 7339

Corner 4th Street and 6th Ave. East

CALGARY - ALBERTA

DID YOU KNOW—

THAT the first wheat grown in the Canadian West was in
the year 1813.

In 1817 the first treaty was made with the Canadian Indians.
That in 1829 the first Welland Canal opened.

ANDERSON GRAIN & FEED COMPANY LTD.

Near City Hall at Calgary, Alberta

GOLD MEDAL HOG SUPPLEMENT (With Cod Liver Oil)



Proteins, Vitamins and Minerals
all in the one bag.

Definitely guaranteed to raise your hog from weaning to market in less than five months and with less than 700 lbs. of grain.

Add 10 lbs. to each 100 lbs. of chop.

\$2.50 per Cwt.



GOLD MEDAL LAYING MASH SUPPLEMENT (With Cod Liver Oil)

Add to Your Own Grain and Make an
Efficient Laying Mash Well
Balanced

Guaranteed Protein 38.5%
Average Found 41.5%

Add 300-500 lbs. of grain or mill feeds.

Will double your egg production and birds
will lay all winter.

Only high grade Meat Meal and Cod Liver
Oil used along with Alfalfa Meal,
Fishmeal, Bonemeal, Minerals.



\$2.95 per Cwt. with Oil

\$2.55 per Cwt. without Oil

Write for Descriptive Catalogue of Gold Medal Feeds and
Concentrates

Cecil Charlebois

FUR SALON



Made-to-Measure Fur
Coats at Ready-Made
Prices.



- Remodelling
- Repairing
- Relining

WHY PAY MORE? — PAY LESS



— OUR OVERHEAD IS LOW —



1416 - 1st Street West

Phone M1431

(Mail order service given prompt attention)

DID YOU KNOW—

A LITTLE salt rubbed on the cups will take off tea stains. Put into whitewash, it will make it stick better. As a tooth-powder, it will keep the teeth white and the gums hard and rosy.

Alberta's Leading House
For
GRAIN CLEANING EQUIPMENT

"FOOTHILL CITY" Grain Cleaners are the best and most efficient Cleaners for all grains and other seeds on the market. Used by leading seed exhibitors.

— Made in Calgary —

We also manufacture a complete line of Sieves and Screens for all makes of Fanning Mills, Threshers and Combines for cleaning any kind of seed.

Wire Sieves of Every Description
Perforated Zinc Screens

FRANK MARRIOTT

906a Ninth Avenue East

Calgary, Alta.

PHONE E4025

DID YOU KNOW—

A PAN of sliced raw onions placed in a room where there is diphtheria will absorb the poison and prevent the disease from spreading. The onions should be buried every morning and fresh ones cut up.



WE SPECIALIZE IN
GLASS
 OF EVERY DESCRIPTION

●
Car Doors and Windshields
 Fitted to Any Make of Car

WINDOW GLASS—Cut to any size

MIRRORS—Resilvered

NEW MIRRORS—Made to order

●
 Calgay Agents for DUPLATE Shatterproof
 Glass, as used by the leading car
 manufacturers

●
THE BENNETT GLASS COMPANY
Limited

226-228 Seventh Avenue East

Phone M1778

DID YOU KNOW—

S**A**L**T** is one of the best gargles for sore throat, and a preventive of diphtheria, if taken in time.

Use salt and water to clean willow furniture; apply with a brush, and rub dry.

Salt and water held in the mouth after having a tooth pulled will stop the bleeding.

FARMERS!

Get Your Supply of

**TRACTOR FUEL, GASOLINE, OILS
and GREASES**

at Stockyards Gas and Oil Distributors,
conveniently located by the Stockyards
with 24-Hour Service.



**STOCKYARDS GAS and OIL
DISTRIBUTORS**

WHOLESALE and RETAIL

Phone E5888

Calgary, Alta.

C. D. Murphy

J. F. Stephen, Mgr.

DID YOU KNOW—

CALGARY is a leading wholesale and jobbing centre, a very important railroad division and is rapidly growing as an industrial city. It has now some 155 manufacturing establishments with a combined capital investment of \$35,831,172.00, which give employment to between four and five thousand people whose wages and salaries amount to more than \$5,000,000.00 per annum.

Phone H1461

All Work Guaranteed

J. WOOLFE

Dealer in New and Used Firearms

Expert Gun Repairer

WE BUY
WE SELL
WE REPAIR
WE TRADE



WE REMODEL
WE BLUE
WE RECHOKE
WE RELINE

WE convert from one calibre to another.

WE make special sights and mounts.

WE make parts you cannot buy.

WE take bulges and dents out of barrels.

WE straighten bent barrels.

WE build target rifles and pistols.

WE build stocks to fit you.

WE retube .22 barrels.

WE guarantee satisfaction.

324 Ninth Avenue East

Calgary, Alta.

DID YOU KNOW—

THAT from a population of 428 registered in the first official census of Calgary at the time of corporation in November, 1884, the City has developed into the largest and most important centre between Winnipeg and Vancouver, and now boasts a population of some 85,000 people.

IRVING'S GARAGE LTD.

STORAGE

24-HOUR SERVICE

**General Repairs on All Makes of
Cars and Trucks**

* * *

— ALL WORK GUARANTEED SATISFACTORY —

* * *

Convenient to Down-Town for

Shopping - Theatres - Offices

Store your car or truck with us and have your parcels
delivered to our garage.

Bodywork - Accessories - Batteries

ALBERTA MOTOR ASSOCIATION GARAGE

* * *

Agents for

**WHITE and INDIANA
TRUCKS**

Main 7474

DID YOU KNOW—

GLENMORE DAM, recently constructed at a cost of nearly four million dollars, with its up-to-date filtration plant, gives Calgary an ample supply of good water for domestic and other purposes. The City extends a welcome to visitors to see this magnificent plant and buildings comprising one of the finest filtration systems on the North American Continent.

WHEN IN CALGARY
Buy at
HANAN'S
•
PAY CASH
and
PAY LESS
for
GROCERIES AND PROVISIONS

•
We carry a large stock of Groceries and Provisions
at prices that will save you money.

See us for your Xmas supply of Candies, Nuts
Mixed Peel, Cake Essentials and Fruits.

Convenient Short Time Parking Spaces Available

See Our Other Departments

Phone R2666

134-136 - 7th Ave. East

CALGARY

DID YOU KNOW—

THAT the year 1885 saw the advent of the second Riel
rebellion.

The Canadian Pacific Railway was at last completed across
the continent in 1887.

In 1897 gold was discovered in the Yukon.

RUTHERFORD HARDWARE

(Rutherford and Magrath)

1226 - 9th Avenue East

Calgary, Alta.

(Sanders & Rutherford's Old Stand)

PHONE E5957

We will be only too pleased to quote prices and
MAIL or EXPRESS
anything in the Hardware or
Sporting Goods line to you.



We carry a full line of—
**Heavy Shelf Hardware, Builders' Hardware,
Building Paper, Roofing, Forks, Shovels,
Spades, in fact, Everything for the Farmer.**
SPORTING GOODS—All kinds in season.

We appreciate your business and we keep our prices
moderate in accordance.

Drop in and see us—or just Phone **E5957**

DID YOU KNOW—

THE industrial district in East Calgary is where a large number of the manufacturing plants are located, including flour mills, packing plants, stock yards, breweries, soap works, oil refineries, etc.

J. C. YEE

CHINESE HERBS



“To the one who seeks health,
Nature’s way is the herbal way”



— While Visiting Calgary Call Here —



815b Centre Street

Calgary

(Close to C.P.R. Depot)

DID YOU KNOW—

THE Calgary Zoo contains a wonderful variety of wild animals, including lions, bears, foxes, monkeys, etc., and birds of all kinds. It is located on St. George’s Island and is open daily to visitors without charge. It is a favorite resort for children who spend many happy hours there and in the adjoining playgrounds. The authentic reproductions of pre-historic animals alone, are well worth a visit.

FOR ALL GOOD PEOPLE



EMPRESS HOTEL

217-19 6th Ave. West

CALGARY

“IT’S QUIET”

“Beauty-Rest” Mattresses for your comfort.
Hotel Dining Room for your convenience.

Rates from \$1.25 up

THE

CARLTON HOTEL



9th AVENUE WEST

CALGARY

CLEAN

and

BRIGHT

“IN THE HEART OF THINGS”

Rates - \$1.25 up

Newest Styles

IN SMART JEWELRY



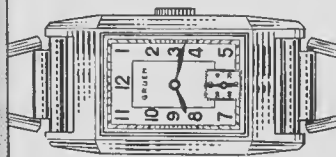
Sparkling jewels, in settings of rare beauty, now priced from as low as \$25.

BRIDAL WREATH DIAMONDS

DOUBLY GUARANTEED
TO BE PERFECT
FREE INSURANCE AGAINST
LOSS OR DAMAGE



VOGUE . . . 15 jewel Gruen, Yellow
low\$29.75



DOWNING . . . Yellow
15 jewels.....\$29.75

● In our varied array of diamonds, jewelry and personal accessories — you'll surely find the *one gift* particularly well suited to the occasion. You'll enjoy seeing, too, our selection of the newest style Gruen Watches, now priced from only \$24.75. Come in soon!

OUR BUSINESS CREED

- Since 1881 the Jacques name has stood for service, value and satisfaction
- The finest Diamonds, Watches, Silverware, Clocks and Jewelry are here for your selection at prices you can afford to pay. We have such confidence in the merchandise we sell that we assure you of positive satisfaction in every transaction in our store.

HARRY JACQUES

JEWELER

812 First St. West

Phone M 1434

LINENS



FOR ECONOMY AND SATISFACTION

Choose Pure Linen for your Household requirements, and see our wonderful selection for gifts.

You will get something just a little different and better for your money—so be sure to visit this Store when next you are in Calgary.

331 - 8th Avenue West

Phone M3453

DID YOU KNOW—

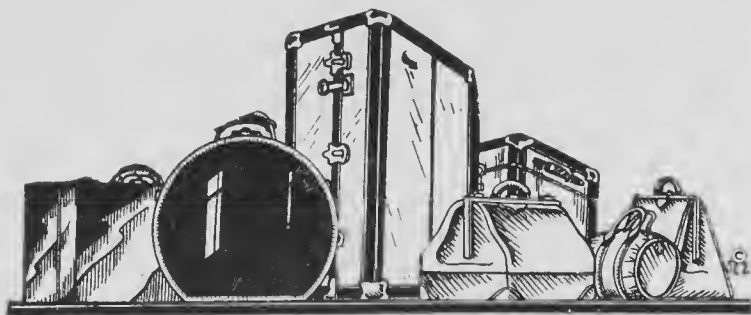
Area and Size of Alberta

Length from north to south—750 miles.

Width at its widest part—400 miles.

Area of Land—161,872,000 acres.

Area of Water—1,510,400 acres.



THE WINDSOR BAGGAGE and Leather Goods

W. WERTHMILLER

125 - 6th Avenue West

Tel. M2788

(One Door West of Telephone Building)

We invite you to visit us on your next city shopping day and see our most complete stock of **Travelling Luggage.**

Trunks, Pullman and Suitcases, Club Bags, Gladstones, and every kind of Ladies' Travelling Cases

We Guarantee the Quality to be the Best at Lowest Prices

Mail Orders receive prompt attention.

**TRAVEL IN STYLE WITH LUGGAGE
FROM THE WINDSOR**

USEFUL RECIPES

A teaspoonful of sugar added to the water for basting meat will give the gravy a rich brown color, and will vastly improve the flavor.

To set delicate colors in embroidered handkerchiefs, soak them ten minutes, previous to washing, in a pail of tepid water in which a dessertspoonful of turpentine has been well stirred.

The Smart Shop

Presents

The Season's Outstanding Styles in Coats and Dresses



We Specialize in:
INDIVIDUAL GARMENTS
DISTINCTIVE MODELS
MODERATE PRICES



Make your selection in quiet, dignified
surroundings.

You will like our courteous services and the
quality of our merchandise—You will
appreciate our prices.



A Deposit Reserves your Preference at
THE UPSTAIRS SHOP

1 & 2 ALBERTA BLOCK

Entrance 805 - 1st. St. W.

"Upstairs, Under the Big Clock, at the Busy Corner"

Sarah Hughes — Florence Clarke

Phone M **1505**

ADAMS, WOOD & WEILLER Limited

LIVE STOCK COMMISSION MERCHANTS

Alberta Stock Yards
CALGARY - ALBERTA
Office Phone: F5121



Connections at
VANCOUVER, B.C.
EDMONTON, SASKATOON,
WINNIPEG, SOUTH ST. PAUL,
CHICAGO

HIGH SALES and PROMPT RETURNS

Special attention to filling of orders for all classes
of stockers and feeders or
butcher stock.

	Res. Phone
CATTLE	
Harvey K. Adams, Pres. and Manager	M5802
Art F. Adams	W2152
R. C. (Irish) Johnson	M5926
HOGS:	
Cliff R. Green	W1920
OFFICE:	
Roy W. Furgeson, Sec.-Treas.	W2650
Al. O. Jordan	W1620

DID YOU KNOW—

THAT the Hudson's Bay Company was founded in 1667.
The first white man to view Niagara Falls was Father Hennepin, in 1678.
The first newspaper in British North America was The Halifax Gazette, printed in 1752.

THERE IS A REASON !

Yes, there's a reason why our country business is steadily increasing — Our customers appreciate the honest values offered every day in the year—Values that materially reduce the cost of building

Our Stock Includes

Rough and Dressed Spruce	Lime
Mountain and Coast Fir	Plaster
Lath	Plaster Board
Shingles	Wall Boards
Doors	Loose Insulation
Windows	Insulating Boards
Cedar Siding	Stucco Supplies
Floorings	Papers
Moldings	Roofing
Interior Finish	Chimney Blocks
Cement	

In fact—"Everything for a Building"

Get the habit of buying at "The Home"
and SAVE MONEY

HOME LUMBER COMPANY LTD.

(Located just one block East of 4th Street East Bridge
North side of Bow River)

Phone R1407

DID YOU KNOW—

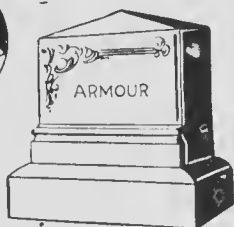
LOUIS HEBERT, the first farmer in Canada, live in Quebec in the year 1617.

Dr. Chas. Saunders, Canadian, developed Marquis wheat.

The first Canadian wedding took place in Quebec in the year 1618.

Etienne Brule was the first white man to discover Lake Superior—year 1622.

SOMERVILLE



*Impressive
Dignity*

**Calgary
Monumental
Company**

(E. S. Somerville)

●
**MANUFACTURERS OF ALL CEMETERY
WORK**
●

121 - 13th AVENUE WEST

(Near Noble Hotel)

Phone M1391

Send for Illustrated Catalogue

DID YOU KNOW—

THAT Canada leads in the world's largest farmers' co-operatives.

In fur farming production, from 5,600 fur farms.

In governmental use of wireless and aviation.

Canada occupies over one-quarter of the area of the British Empire.

Canada sends manufactured goods to almost every country in the world.

SEE THE 1939 INDIANS

for

SPORT, COMMERCIAL and POLICE WORK

You, too, can own a new Indian Motorcycle. Prices range from the small twin at **\$295.00** to the four cylinder at **\$595.00** . . . and you pay for it as you ride.



FULL LINE OF PARTS AND ACCESSORIES

Expert Repairing and Overhauling
on Any Make or Model

Indian Motorcycles

SALES AND SERVICE

142 Tenth Street N.W. - -Calgary, Alta.

WALT HEALY

L2788

Write or call for free literature on AMERICA'S FINEST
MOTORCYCLE

Adlam Music Studios

(Established 1913)



For Thorough Modern Instruction
in

Piano

Voice

Violin

Guitar

Banjo

Mandolin

- All Lessons Private
- Instruments Supplied
- Sound Progress Guaranteed

Special Arrangements Made for Country Pupils

— Students Prepared for Examinations —



ADLAM MUSIC STUDIOS

GEO. H. ADLAM - Director

523 Eighth Avenue West

Phone M4773

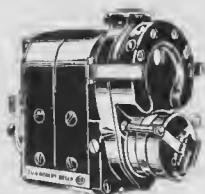
CALGARY - ALBERTA

DID YOU KNOW—

THAT Canada established Standard Time through Sanford Fleming; developed Marquis wheat through Dr. Chas. Saunders; has an advanced programme of conservation.

WE REPAIR

MAGNETOS



GENERATORS

RADIOS - MOTORS - BATTERIES

WASHING MACHINES

LIGHTING PLANTS



AND ALL
ELECTRICAL
APPLIANCES

DELTA ELECTRIC LIMITED

Phone **M4550**

1002 - 1st Street West

Calgary, Alberta

DID YOU KNOW—

THE first British settlement in Canada, in Nova Scotia, started in 1623.

The first common law court was held in Halifax in 1721.

The first mail stage in Canada was from Montreal to Quebec in 1721.

The first Canadian Printer in English was Fleury Mesplet, of Montreal, year 1776.

Invite you to Visit Us when you come to
Calgary.

Sell only the Finest Meats and Provisions at Prices
to suit everyone.

Convenient Short Time Parking Spaces Always Available

Calgary, Alta.

nOTT'S FOOD MART

Paragon Machine Co.

511 Third Avenue West

CALGARY

CHARLIE VERNON
MANAGER

WE do General Machine Work, Rebabbitting,
Engine Rebuilding and Welding. We also
Build Special Machinery of All Kinds. . .

OVER Thirty-three Years of Practical Ex-
perience in Machine Shop Practice is your
Guarantee of First Class Repair Work, at the
lowest prices consistent with good workman-
ship.

COME in and discuss your mechanical
problems with us. You will always be
welcome. We have recently enlarged our shop
and added new machinery.

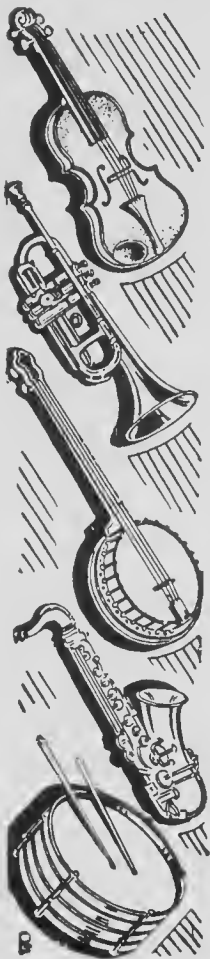
Phone M9246

Night Phone H2049

DID YOU KNOW—

THAT Canada gave the world the telephone; occupies over-
one-quarter of the area of the British Empire; is a leader in
government use of aviation; sends manufactured goods to
almost every country in the world.

OUR PATRONS



are, we believe, to be found in practically every district in which this directory is distributed, and we take this opportunity of expressing our sincere thanks and appreciation for the favors accorded us.

Fishers Music Supply

EVERYTHING IN MUSIC

And Service You Will Appreciate



GUITARS, VIOLINS, BANJOS, TRUMPETS, ACCORDEONS, DRUMS, MUSIC STANDS, ACCESSORIES AND CASES FOR ALL MUSICAL INSTRUMENTS, MOUTH ORGANS (Horner & Borrah Minnevitche).

POPULAR SONG HITS
and Orchestrations

Get Our Monthly Bulletin

STANDARD AND CLASSICAL MUSIC
SCHOOL, FESTIVALS AND CHOIRS. RHYTHM
BAND INSTRUMENTS AND MUSIC, VICTOR
EDUCATIONAL RECORDS.

GROVES' DICTIONARY OF MUSIC AND
MUSICIANS

Reg. Edition \$52.00.

New and Complete Popular Edition - \$20.00

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(With Leathercrafts Limited - 3 Doors East of Bank of Montreal)

130 EIGHTH AVENUE WEST

CALGARY

M2480

THE NUT HOUSE

CALGARY

Phone M4123

213a - 8th Ave. W.

(Try our famous mixture containing)

Almonds

Pecans

Cashews

Filberts

Brazils

Pistachios

Pignolios

- **They're Fresh**
 - **They're Buttered**
 - **They're Salted**
-

Our mixtures are so priced to suit each individual purse.

Our fancy gift boxes are delightful to give and delicious to receive.

Mail and phone orders are promptly attended to.

— Your purchase free if we fail to smile —

DID YOU KNOW—

Population of Alberta

1938	Estimated	778,000
1931	Federal Census	731,605
Urban:—		
7	Cities	194,203
53	Towns	49,355
145	Villages	454,183
Total		731,605



Do You Need a Graduate Nurse?

If you are sending a patient to the Hospital in Calgary, phone us for a Special Nurse.

Should you need a Nurse at home, we shall be glad to arrange this for you

**GRADUATE NURSES ALWAYS AVAILABLE
DAY AND NIGHT SERVICE**

By calling in a Graduate Nurse at the beginning of an illness, you can prevent serious complications.

— SAFEGUARD YOUR HEALTH —

Calgary Group Nursing Society

805 First Street West

M5400

— Telephones —

M4321

DID YOU KNOW—

TURNER VALLEY OIL AND GAS FIELD, from which Calgary obtains its supply of natural gas for domestic and industrial purposes, is located 35 miles south-west of the city and visitors should make a point of visiting Turner Valley which is the largest producing gas field in Canada, and has the largest producing oil wells in the British Empire.



C. Mansfield Harvey

PIPE ORGAN EXPERT



PIANO TUNER and REPAIRER

Practical Factory Experience

3012 - 4th Street W.

Calgary, Alta.

Special attention is given to the repair of REED ORGANS.
REED ORGAN BLOWERS in all sizes from \$100.00 F.O.B. Calgary.
These are made in Calgary.

PIPE ORGANS are built to suit your individual needs.

PIPE ORGANS are built to suit the acoustics of your church.

PIPE ORGANS are built to suit the architecture of your church.

PIPE ORGANS are built to standard requirements agreed upon by the leading organists of the world.

PIPE ORGANS are built for religious worship, and are unsuitable for Night Clubs and Jazz Bands.

ONE NOTE of a Pipe Organ will produce as many as 35 harmonics, while its imitators will only produce 13.

Each PIPE ORGAN is built especially for you—mass production is impossible on account of the different acoustics of each church.

Listen to our Pipe Organ on the Radio (CFAC) 10.30 p.m. Sunday, from the "Little Chapel on the Corner".

A Pipe Organ can be Built for you for the nominal sum of—
\$2,350.00

PIANO ACCORDEONS TUNED and REPAIRED

Full Stock of Parts Always Carried

Representative for—

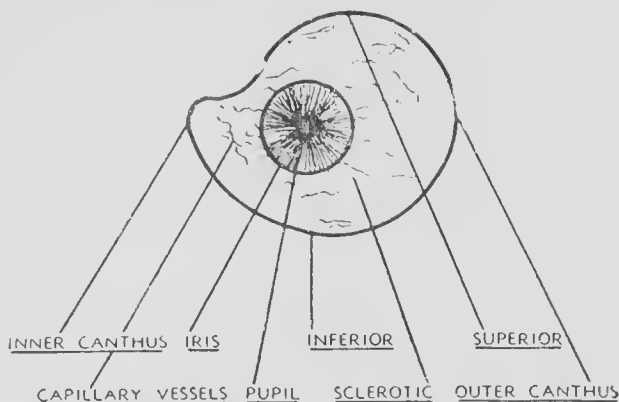
FRANKLIN LEGG ORGAN CO.

918 Dufferin Street

Toronto, Ont.

G. C. Winstanley

Consulting Optometrist and Optician



401-402 Southam Building
Office Phone—M9259

Calgary, Alta.
Res. Phone—S1194

DID YOU KNOW—

FROM 20 to 40% of the growing season precipitation is conserved by summerfallow and is available to the following crop. In all cases much of the precipitation is lost through run-off and by evaporation before the moisture has a chance to penetrate the soil sufficiently.

CENTRAL STUDIO
 PHONE M 5209 **R. A. BIRD**
 702 CENTRE ST.
CALGARY



There is one gift that carries the warmth of friendship as no other can—the gift that no amount of money can duplicate—

Your Photograph

Make an appointment today.

The picture that sells your product is an inexpensive salesman, but it has to be the right kind of picture of the thing you want to sell.

We have built a business upon the inefficiency of others because, where others have failed we have stepped in and made just the picture the others have missed—the kind of picture you had in mind to start with.

Portraits

Commercial Photography

Lenses Cleaned

Kodak Finishing a Specialty

Picture Framing

All Work Guaranteed

Cameras Repaired

Shutters Repaired and Adjusted

Films Developed and Printed

THE GAINSBOROUGH ART STUDIO

EXPERT PICTURE FRAMING

PICTURES -:- PASTELS

PHOTOGRAPHS

TINTING

WHILE VISITING THE CITY

"Remember the name, when you need a frame"

703 Second Street West - - - Calgary
(HOTEL WALES BUILDING)

W. St. J. MILLER

A. M. E. I. C.

REGISTERED PATENT
ATTORNEY

PATENTS

DRAFTING

"THE INVENTOR HAS THE WHOLE WORLD BEFORE HIM TO IMPROVE"

M3359 — PHONES — W1656 (Res.)

DID YOU KNOW—

GRAIN uses all the moisture available to the plant in the soil. In addition to the rainfall during the growing season, any moisture reserves available to the plant are also used. At harvest time the moisture in the soil is practically exhausted. What moisture remains in the soil is held by the surface tension of the soil particles. Clay soil being of fine particles holds more moisture than a sandy soil which has coarser particles.

Candies



Pastry

*Known all over the west for their Delicous and
Exclusive Home Made*

CANDIES and PASTRIES

DELUXE CHOCOLATES - 75c per lb.

and in boxes from 1 lb. to 5 lbs. Exquisite assortment of the finest fresh and most costly fruits, and other rare ingredients, including French Creams, Nougats, Cherries, Pineapple, Peppercorns, Almonds, Brazils, Assorted Caramels, and other dainty Confections.

WEDDING and ANNIVERSARY CAKES

Picardy's Wedding Cakes are noted for their beauty of decoration, the quality of fruits and nuts used in the cake, their distinctive flavor and for their keeping qualities.

Price includes Silver Base and Decorations

80c per lb.

Ornaments Extra.



ANNIVERSARY CAKES

For All Occasions.

BIRTHDAY CAKES

75c and Up

We maintain a mail order service for the convenience of out-of-town customers.

We specially invite the Country People, when in Town, to visit our Stores and enjoy our excellent food, served over our Lunch Counters.

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Well Painted Homes and Barns Indicate Progressive Farms



Some of the most profitable hours of Farm life are spent in painting, repairing and general fixing up. Poorly kept places do not put money in your bank account.

Investigate the news of Sherwin and Williams Products, and then **PAINT THIS FALL!**

Prices are low now! and remember, that there is no substitute for quality, so do not be misled in using cheap paint, which is false economy.

Write now for prices, descriptions, folders, color cards, wallpaper samples, also your decorating problems.

THE **SHERWIN-WILLIAMS** STORE

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DID YOU KNOW—

A MUNICIPAL AIR PORT is maintained and operated by Calgary. The field covers about 200 acres and has graded runways, the longest of which is 3,000 feet in length. It is located at the east end of the North Hill.

THE ALBERTA PRODUCE CO. LTD.

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CREAMERY
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DID YOU KNOW—

ONE inch of rain to an acre amounts to 113 tons. Each inch of rain available to the plant on summerfallow results in from 1.9 to 3.7 bushels; on stubble the result for each inch of rain is 1.26 to 3.19 inches.

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BY GIVING YOUR CHILD

the opportunity to learn music you are placing her upon the threshold of a new and delightful world. No gift could bring more lasting enjoyment and benefit. And by giving your family a Heintzman you are encouraging true appreciation of beauty and rich quality from the beginning. Heintzman pianos are renowned for their clear depth of tone. Prominent musicians use them on the concert stage and in their homes. Over 90% of all pianos in Canadian broadcasting stations are Heintzmans. See these pianos today.

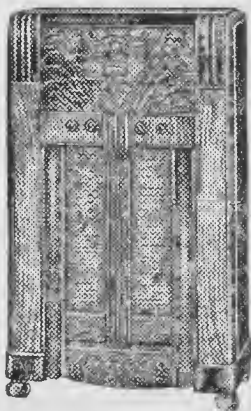
Think of the wealth of pleasure and happiness they could bring to your home. Prices are the lowest in Heintzman history.



46 inches high
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Electric and Battery Sets in console and mantel models.

Telephone us at our expense and our salesman will take yours to your home.

Electric and Kerosene Refrigerators

HOSTESS ELECTRIC

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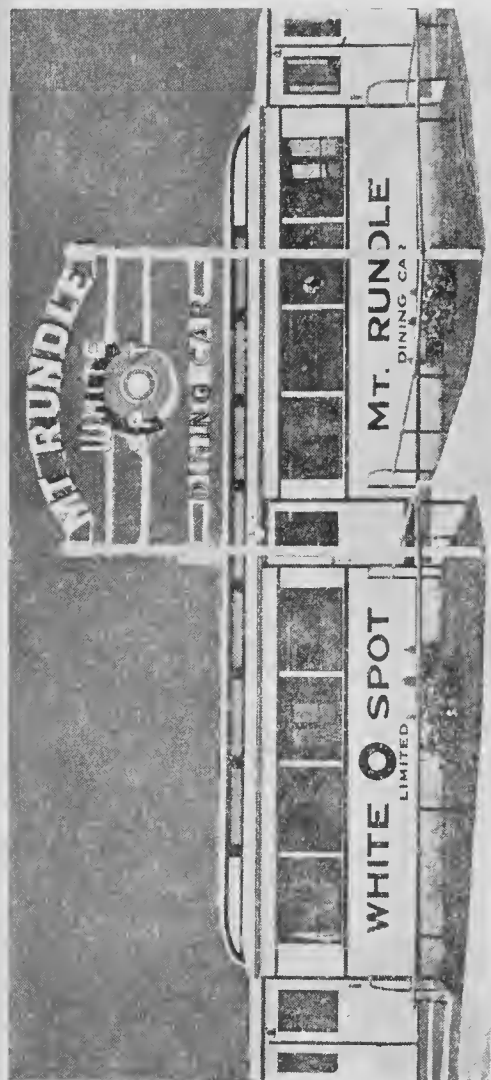
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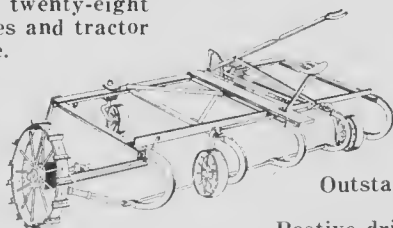
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Sizes eight to twenty-eight
feet. For horses and tractor
use.



Outstanding Features

Positive drive, quick, accurate
depth control, efficient and
dependable. High standard
quality

Successfully Used and Sold Since 1925

A complete steel weeder equipped with everything
to do the best work in all land and weed conditions.

All wearing parts are reduced to a minimum, giving
longer life and less trouble.

On account of its proper depth control it does better work
and is the ideal weeder for use in seeding time. On account
of its floating positive drive it will go through trash where
other weeders will fill up. Many in use thirteen years
shows the upkeep cost is less than any other weed killing
implement. A good Rod Weeder will pass beneath the
surface and hardly disturb the top soil.

Use the best and get results, also
satisfaction.

OUR REPAIR SERVICE IS THE BEST

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Calgary, Alta.

DID YOU KNOW—

CEREAL crops appear to adjust their growth to the amount
of moisture available and as the time approaches when no
more available moisture remains in the soil the plants have
headed out producing a small quantity of seed and fail to make
much recovery if rainfall is received after this time.

Mr. Farmer . .

IF YOUR RADIO IS NOT WORKING
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DID YOU KNOW—

THAT Canada has the largest area in the Empire, with
Australia second and India third.

That Canada's softwood lumber and pulpwood resources
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All Farmers

Should know the importance of taking **Special Care** of the **Radiator and Cooling System** on their Cars, Trucks, Tractors and Combines.

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DID YOU KNOW—

FALL and Spring rains rarely penetrate deeper in stubble soil than 24 to 30 inches; in summerfallow 48 inches. The upward movement of water through soil by capillarity is limited in distance and very slow. The roots of the plant must grow down in order to utilize the available moisture.



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M4030

DID YOU KNOW—

WHEAT subjected to drought in the shot blade suffers 50% reduction in yield. Wheat subjected to drought while heading is reduced in yield to 34% of normal. Wheat subjected to drought in the late milk stage is reduced to 77% of normal.

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Specializing
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**De Milo Permanents
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DID YOU KNOW—

THAT Canada is the only important producer of rye within the Empire and at one time supplied the bulk of the rye imported into the United Kingdom. Since 1934, however, imports from foreign sources have been larger, so that Canada supplies a little less than half of the rye imported into Britain.



Take the long-wanted trip to the Old Country this year—let your dreams come true. **Travel is easy, when you let us arrange all details.** We are licensed and bonded agents for all Steamship Lines, and issue tickets to any part of the World. We issue tickets at the lowest minimum prices, and furthermore, we offer our experience and personal attention at no extra cost, and this may save you \$ \$ \$ and lots of inconvenience. We also arrange for rail and bus transportation, passports, baggage, etc. . . .

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We also arrange to send tickets over to the Old Country. Write or call at our office for full details. Book now for the Xmas and Fall sailings, good space available. Small deposit secures cabin—pay balance shortly before leaving. . . .

Or take a shorter trip, like to Honolulu, Bermuda, etc., or "Around North America"—very low rates. See California, Panama, New York on your way, with stop-overs allowed. . . .

For your own sake, it will pay you to let us arrange your trip.

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THAT Canada is first in the production of radium, silver, zinc, nickel, platinum, copper and asbestos.
Canada's wheat is the strongest and best in the world.

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Physical Therapy is the use of Nature's forces. Steam baths, massage, heat, light, etc., assist nature to relieve suffering. Our treatments have definite therapeutic value—especially to those suffering with lumbago, sciatica and other disorders peculiar to the winter months.

Whether you suffer from some painful disorder or just require a toning up physically to fight the lurking enemies of health that strike when your defences are weakened, our treatments will be of benefit to you.

We have recently added new units to our equipment to give our patrons the benefit of the latest development in the science of Physical Therapy, and we are prepared to give the same personal attention we have in the past.

Our service is not expensive. Call in, whether it is for a casual treatment to relieve a temporary condition or for a course to eradicate a stubborn disorder.

Yours truly,

MR. and MRS. R. C. HESS.

DID YOU KNOW—

HONEY is good for fruit preserving.

DIRECTIONS :

The bottles are first well filled with fruit; a mixture of equal weight water and honey is heated to boiling point and poured over fruit, filling jars. Use white rubbers; cook by steam in boiler. Boil 15 minutes, then turn heat down half and cook for 10 minutes for two-quart jars. For quart jars, boil ten minutes with heat on full, and ten minutes with heat turned down half. For pints, cook six minutes with heat on full and ten minutes turned down half.

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HAVE YOUR TIRES PUT IN SAFE CONDITION FOR
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Thresher Belts Spriced and Repaired
Fast, Guaranteed Service!

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Used Tires, All Sizes — We Buy, Sell or Trade

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SMALL'S TIRE SERVICE

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PHONE M1963

SALT

Prints rinsed with it in the water will hold their color and look brighter.

Two teaspoonfuls in half a pint of tepid water is an emetic always on hand, and is an antidote for poisoning from nitrate of silver.

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When in need of parts for your tractor, be sure and
get our latest prices.

**PARTS and other ESSENTIALS carried in STOCK for ALL
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Guides. Transmission, Wheel, Axle and Fan Bearings.
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GENUINE ALEMITE ZERK GREASE GUN AND FITTINGS
For All Types of Motors

PYROIL

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ALL PARTS are NEW and GUARANTEED

For further Particulars or Quotations, call personally or
write to—

GENERAL TRACTOR SUPPLY

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ALBERTA

DID YOU KNOW—

ON Summerfallow from 30 to 59 tons of water are required
to produce a bushel of wheat. On stubble 35 to 90 tons
of water are required per bushel.

ARTHUR BRIGGS, Manager

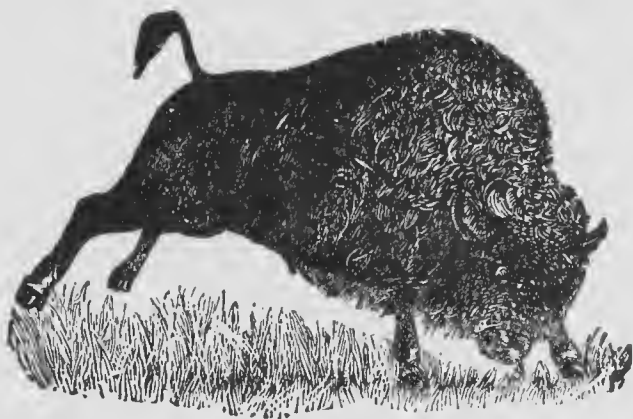
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Successors to

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Ladies' and
Gentlemen's Coats
Made to Measure
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We Tan Beef and Horse Hides into Robes.
Tanners of Harness, Lace and Raw Hides.

Furs of any description tanned and made up
complete into coats or neck-pieces.

DID YOU KNOW—

THAT Canada has built two of the world's largest drydocks.
That Canada has given the world many scientific discoveries.

That Canada enjoys freedom of religion, education and press.

That Canada has attracted over six billions of foreign capital.

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HERMES BABY REMINGTON
ROYAL PORTABLES

We also sell all makes of Portables and
Office Machines Rebuilt

— All Machines Fully Guaranteed —

Buy from a local firm and your money stays
at home

REPAIRS and SUPPLIES

DID YOU KNOW—

SIR JOHN MACDONALD was leader of the Government for about 19 years, the longest period, but Sir Wilfrid Laurier, leader for 15 years, had the longest unbroken term. Sir Charles Tupper had the shortest term, only two months and one week.

BUSINESS ADDRESS

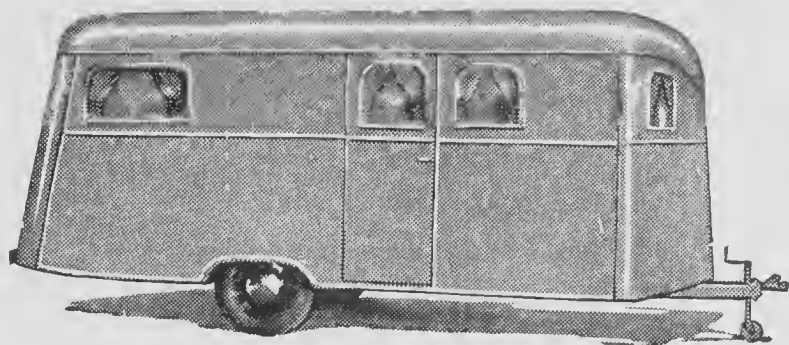
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Manufacturers of High Class Trailers.

100% Canadian-made Product.

Quality and Workmanship the best—
Your housing and vacation problems
solved.

— SEE US FIRST —

We will gladly give you estimates on
any kind of trailer you have in mind.

TRAILERS ARE OUR SPECIALTY

DID YOU KNOW—

THE CANADIAN PACIFIC RAILWAY owns agricultural and timber lands, improved farms, lumber mills, coal, iron and miscellaneous properties. The expenditures made by the Company since its incorporation in aid of immigration, colonization, land settlement, irrigation and other similar works up to December 31, 1936, have amounted to approximately \$115,000,000.

Phone M7630

510 - 12th Ave. W.

● LADIES AND GENTS ●
SUITS, TOPCOATS and OVERCOATS

Made to Measure
from
\$22.50 UP

Tailored Garments Made to Your
Complete Satisfaction

— WHEN VISITING CALGARY VISIT OUR SHOP —

R. G. E. HURST
TAILOR

MADE-TO-MEASURE CLOTHING AT KEENEST PRICES

Cleaning, Pressing, Alterations and Repairs

17 YEARS IN PRESENT LOCATION

DID YOU KNOW—(Turner Valley)

PROSPECT DRILLING was commenced in this field in 1912 and in the following year some oil was encountered in the shallow sands. Deeper drilling opened up other horizons but the limestone was not encountered until October, 1924, when the famous Royalite No. 4 was brought in.

DEMAND the Black-
leg Vaccine carrying
this Trade-Mark



AND SAVE TIME
AND MONEY

The surest test of any vaccine is experience, and a vaccine that is used in steadily increasing volume for 15 years is long past the testing stage—it is PROVEN.

Franklin sales have long exceeded 2,000,000 doses a year. This is an unmatched record for length of service and for volume of sales.

It is also an unmatched record for dependable life immunity with one dose.

PINK EYE

Prevention and treatment is effective and economical with Franklin Keratitis Mixed Bacterin and Eye Ointment.

Use also our
Bovine Pulmonary
Equine Influenza
Swine
Ovine and
Roup Bacterins

SEE OUR LINE OF

Calf Dehorners
Dehorning Paste
Dehorning Saws
Sheep Drench
Sheep Paint
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and many other supplies.

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A large line of standard quality items at popular prices.

Brand Livestock Without Heat!
FRANKLIN SCIENTIFIC compound
burns the brand into hide
with a cold branding iron.
BRAND-EM-OL Makes a clear lasting brand. Fully
guaranteed. Quick, Humane.

Send Today for
Free Leaflets

BLOOD STOPPER

A blood-clotting and fly repellent powder for dehorning, wounds, etc. Needed on every farm.

Demand the Franklin Vaccines and supplies, and if you cannot get them locally, do not take something just as good, but write—

J. A. DUNNIGAN & CO.

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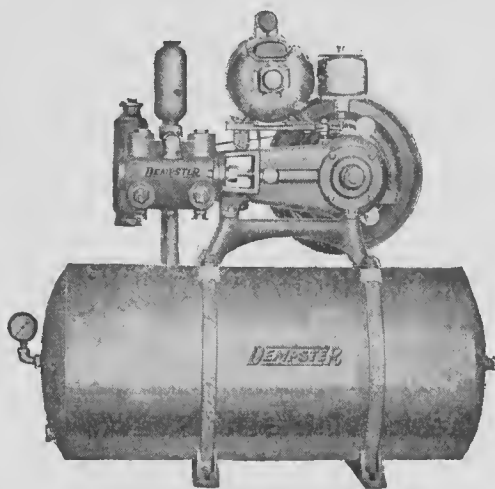
CALGARY, ALBERTA

PHONE M5803

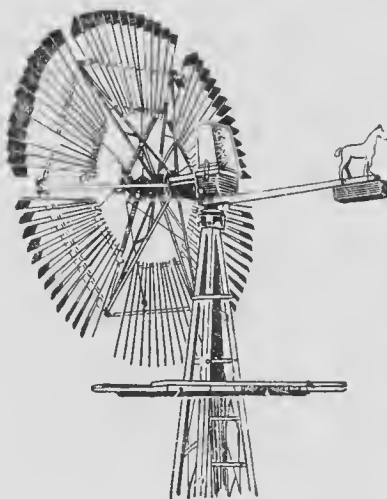
DID YOU KNOW—(Turner Valley)

THE RECOVERY from Royalite No. 4 gave impetus to further drilling and the field was extended somewhat north and considerably south until to date 122 wells have been brought into production in the limestone.

DEMSTER



DEMSTER Pressure System complete for shallow or deep well. We carry the Electric or Gasoline Engine Equipment.



PUMPS, PIPE,
CASING and WATER
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A Guarantee of Quality,
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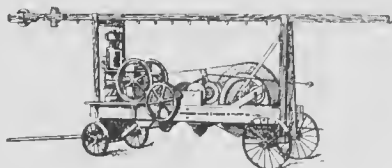
McPHERSON & THOM CO.

PHONE M7347

Calgary, Alta.

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WATER WELL DRILLING
- and -
TEST HOLES



CLEM BRADY

BOWNESS

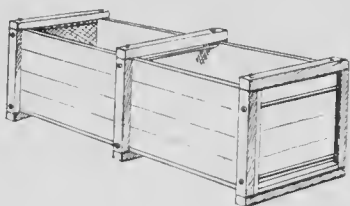
For Full Information Phone

91-6341

Also Breeds of Fine Dark Quebec Mink.
Prices of breeding stock will be gladly
given on application.

DID YOU KNOW—(Turner Valley)

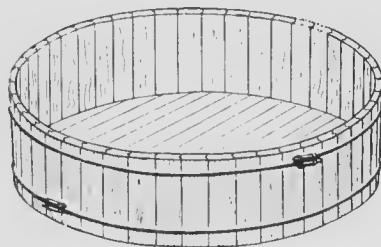
UNFORTUNATELY, until recently, all drilling was confined to the top of the structure, or in other words, to the gas zone, as the gas carried large quantities of easily recovered and marketed crude naphtha, and the western side of the structure was considered too deep. Wells were drilled on the eastern side of the field where, however, the sole fault cut off all possibilities.



SULLIVAN'S

1017 - 10th Street East
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Where All the
Good Water
Tanks
Come From



Some people can make water tanks. But we (think) we know how. At least, we have had years of experience. Always looking for some way to improve on them. Hundreds of our tanks are in use throughout Alberta, and not one complaint has come to us. Quite the reverse—praise from several. We have as many as five repeat orders from one Ranching Company, so they must be good. We guarantee them. We use only thoroughly seasoned lumber, especially machined for the purpose. Well ironed and painted with No. 1 paint.

Inside depth 24" or 26"

Circular tanks are priced \$3.50 per diameter foot, F.O.B. Calgary

Oblong tanks of 9-barrel capacity or over are priced at \$3.00 per barrel, F.O.B. Calgary

Smaller sizes would have to be priced separate

**ALL TANKS CAN BE KNOCKED DOWN
AND ASSEMBLED ON YOUR FARM**

DID YOU KNOW—(Turner Valley)

A FEW WELLS, however, were drilled on the western edge of the top of the structure and it was found that these wells had a much longer life and produced much more oil compared with the amount of gas, than those on top and the Model well produced a fine quality of crude with a gas/oil ratio much higher than previously encountered.

WASHING MACHINE REPAIRS

— Also —

BRIGGS & STRATTON GASOLINE ENGINES

We service all makes of Washing
Machines, Vacuums and Irons.

We are experts and guarantee all
work for one year.

ONLY

Genuine Manufacturers' Parts Used

O'BRIEN WASHER SERVICE

Phone W2397

2307 - 16a St. W.

CALGARY

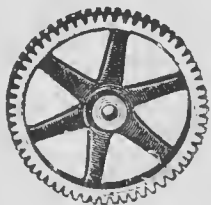
NOTE:—We will pay freight both ways on all repair jobs
over \$5.00.

DID YOU KNOW—(Turner Valley)

IT WAS NOT until the bringing in of the Turner Valley Royalties well in June of 1936, that real attention was directed to this part of the field. Since then, however, an active drilling campaign has been carried on and at December 31st, 1937, wells produced barrels of crude from the limestone on the western side of the field and there are now about 37 wells drilling, many of which are nearing completion.

MELTON WELDING WORKS

Electric and Acetylene Welding



110 Fifth Avenue East

Phone M9415

House Phone E4002

CALGARY

ALBERTA

IF IT'S METAL WE WELD IT

Mr. Farmer:

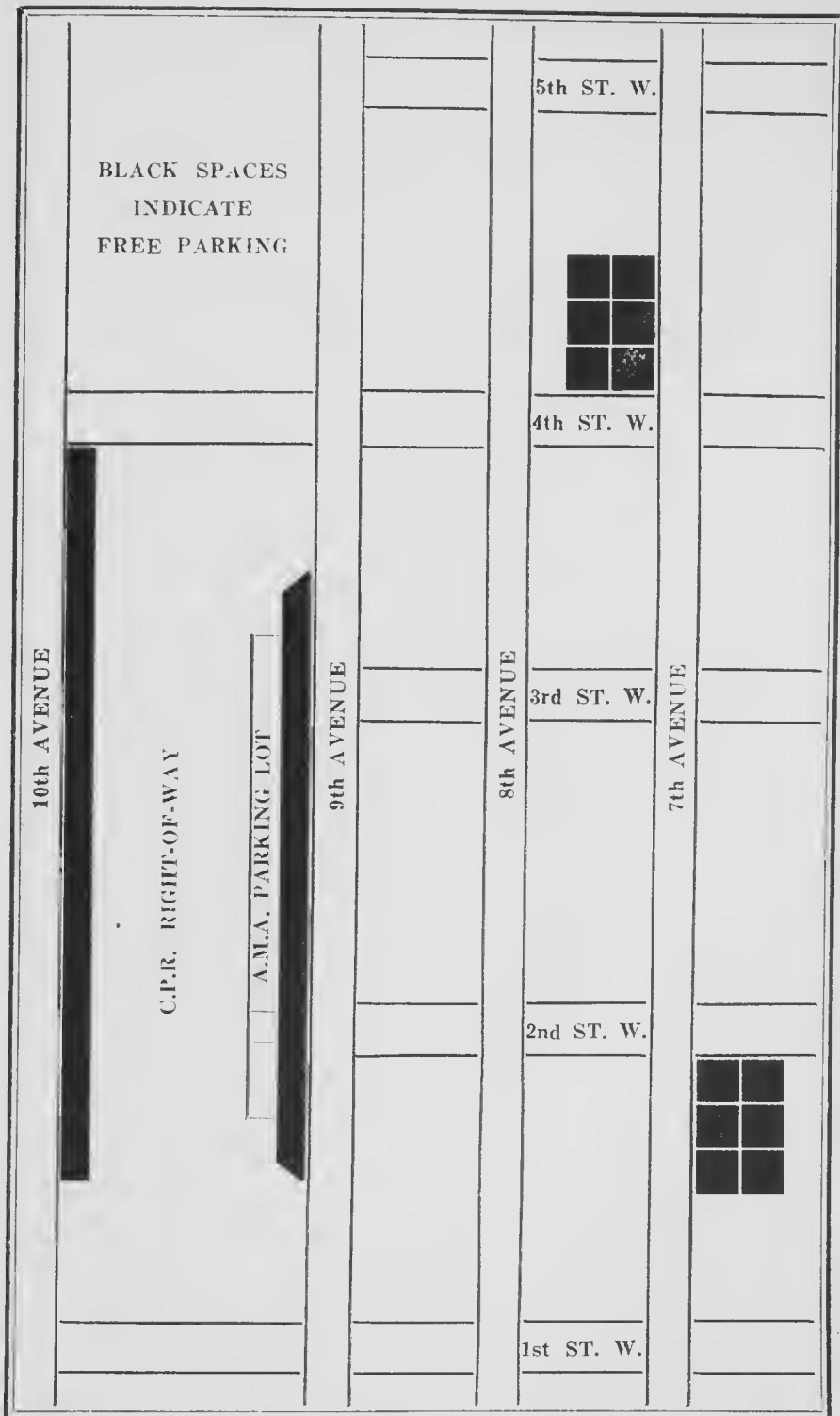
We have been doing work for many of you for the past 25 years, but there are many more in the Calgary district to whom we would like to be of service.

We have moved to our new building on **5th Avenue and Centre Street**, and we are equipped to give you the very best of service in **Welding and Repairs**. We weld anything — Cylinder Heads, Broken-in Valves, Blocks, Gears, Shaker Shafts, and those Hard Pre-Heating Jobs.

Send us the next hard one — We can **SAVE YOU MONEY**

DID YOU KNOW—(Turner Valley)

THE DRILLING of wells in the top of the structure, or the gas zone, previous to the opening of the oil producing area, is very unfortunate as the tremendous wastage of gas has depleted the reserves to a great extent and the recovery of oil from the field will therefore not only be much more costly but much less will be recovered than if the oil zone had been opened first.



FIRST AID TO THE INJURED

GENERAL INSTRUCTIONS - -

1. Send for a doctor.
2. Stop bleeding at once.
3. Prevent dirt entering wounds.
4. Secure broken bones before moving patient.
5. Never attempt to reduce a dislocation.
6. In unconsciousness, lay patient on back.

Provide free access of fresh air; loosen clothing. Raise head slightly if face is flushed; if pale, keep low. Give nothing by mouth until consciousness returns.

Gunshot Wounds of Chest or Stomach: Place patient on wounded side with knees drawn up. Complete rest; no stimulants.

* * *

NOTE—A tourniquet can be made by placing a stone over main artery, tying handkerchief loosely over it, then twisting tightly with a stick.

Blood from artery is bright red; flows in jets.

Blood from vein is dark bluish; flows slowly.

DID YOU KNOW.—

NO PERSON having control or charge of a motor vehicle shall allow such vehicle to stand on any street unattended without first setting the brakes thereon and stopping the motor of said vehicle, and when standing upon a perceptible grade, without turning the wheels of such vehicle to the curb or the side of the street or highway.

ANTIDOTES FOR POISON

In cases where the other articles to be used as antidotes are not in the house, give two tablespoonfuls of mustard, mixed in a pint of warm water. Also give large draughts of warm milk or water mixed with oil, butter or lard. If possible give as follows:

For Bed-Bug Poison, Blue Vitrol, Corrosive Sublimate, Lead Water, Saltpetre, Sugar of Lead, Sulphate of Zinc, Red Precipitate, Vermillion: Give milk or whites of eggs in large quantities.

For Fowler's Solution, White Precipitate, Arsenic: Give prompt emetic of mustard and salt—a tablespoonful of each—follow with Sweet Oil, Butter or Milk.

For Antimonial Wine, Tartar Emetic, drink warm water to encourage vomiting. If vomiting does not stop, give a grain of Opium in water.

For Oil Vitrol, Aqua Fortis, Bi-Carbonate Potassa, Muriatic Acid, Oxalic Acid: Give magnesia or soap dissolved in water, every two minutes.

For Caustic Soda, Caustic Potash, Volatile Alkali: Drink freely of water with vinegar or lemon juice in it.

For Carbolic Acid: Give flour and water or glutinous drinks.

For Chloral Hydrate, or Chloroform: Pour cold water over the head and face, with artificial respiration, and use galvanic battery.

For Carbonate of Soda, Copperas, Cobalt: Give promptly emetic of soap or musilaginous drinks.

For Laudanum, Morphine, Opium: Give strong coffee, followed by ground mustard, or grease in warm water to produce vomiting. Keep in motion.

For Nitrate of Silver: Give common salt in water.

For Strychnine, Tinct. Nux Vomica: Give emetic of mustard or sulphite of zinc, aided by warm water.

DID YOU KNOW—

ALL DRIVEWAYS and roadways in St. George's Island Park and Riley Park are hereby declared to be one-way traffic streets and all vehicles in such parks shall proceed in one direction only and the operator of every vehicle shall turn his vehicle to the right on entering such driveway or roadway.

